

# Main Street Management Plan

Public Webinar  
October 19, 2020





# Introductions

**Alyssa Bettinger**  
Tahoe Regional Planning  
Agency

**Tyson Murray**  
Design Workshop



# Question

Which of the following describes you the best?

1. I am a full-time resident of Tahoe
2. I am a seasonal resident of Tahoe
3. I typically visit Tahoe on a day trip (don't stay overnight)
4. I typically visit Tahoe on an overnight trip (stay in Tahoe more than 1 day)







# Main Street Management Plan Components

- Street design
- Wayfinding
- Performance Measures
- Transit
- Parking Management
- Maintenance & Operations





# Plan Development

## *Steering Committee*

- TRPA, TTD, City of South Lake Tahoe & Douglas County

## *Stakeholder Group*

- Direction on policy & design

## *Community Input*

- Feedback & input throughout the process

## *Consultant Team*

Design Workshop Denver

CityID

Fehr & Peers

ORCA



# Outreach

- **6** Stakeholder Group meetings
- **2** Stakeholder trips to neighboring jurisdictions
- **3** Public open houses (200+ attendees)
- **16** Informational briefings
- **14** one-on-one meetings
- **1** online survey
- **7** Meetings with local jurisdiction staff
- Hundreds of comments collected





# Question

Have you attended a previous outreach event on the Main Street Management Plan?

1. Yes
2. No



# What We Heard

*Main Street Should be...*





# What We Heard



## *Economics*

*“Ensure the financial feasibility of Main Street and maximize community impact.”*



## *Environment*

*“Enhance the environmental integrity and resilience of the corridor”.*



## *Community*

*“Promote community interaction and connectivity while enhancing the identity and character of Lake Tahoe.”*



## *Transportation*

*“Achieve a pedestrian, bicycle and transit-oriented corridor.”*





# A Community-Based Multi-Modal Street

*Main Street for..  
Pedestrians*



*Main Street for..  
Cyclists*



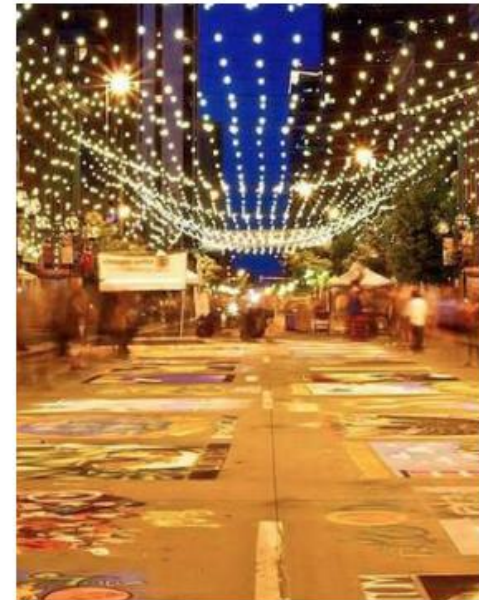
*Main Street for..  
Transit*



*Main Street for..  
Vehicles*



*Main Street...  
Activated*





# A Community-Based Multi-Modal Street

*Local Context*

*Rocky Point  
Neighborhood*

*Accommodation Zone*

*Lake Tahoe*

*Recreation Zone*



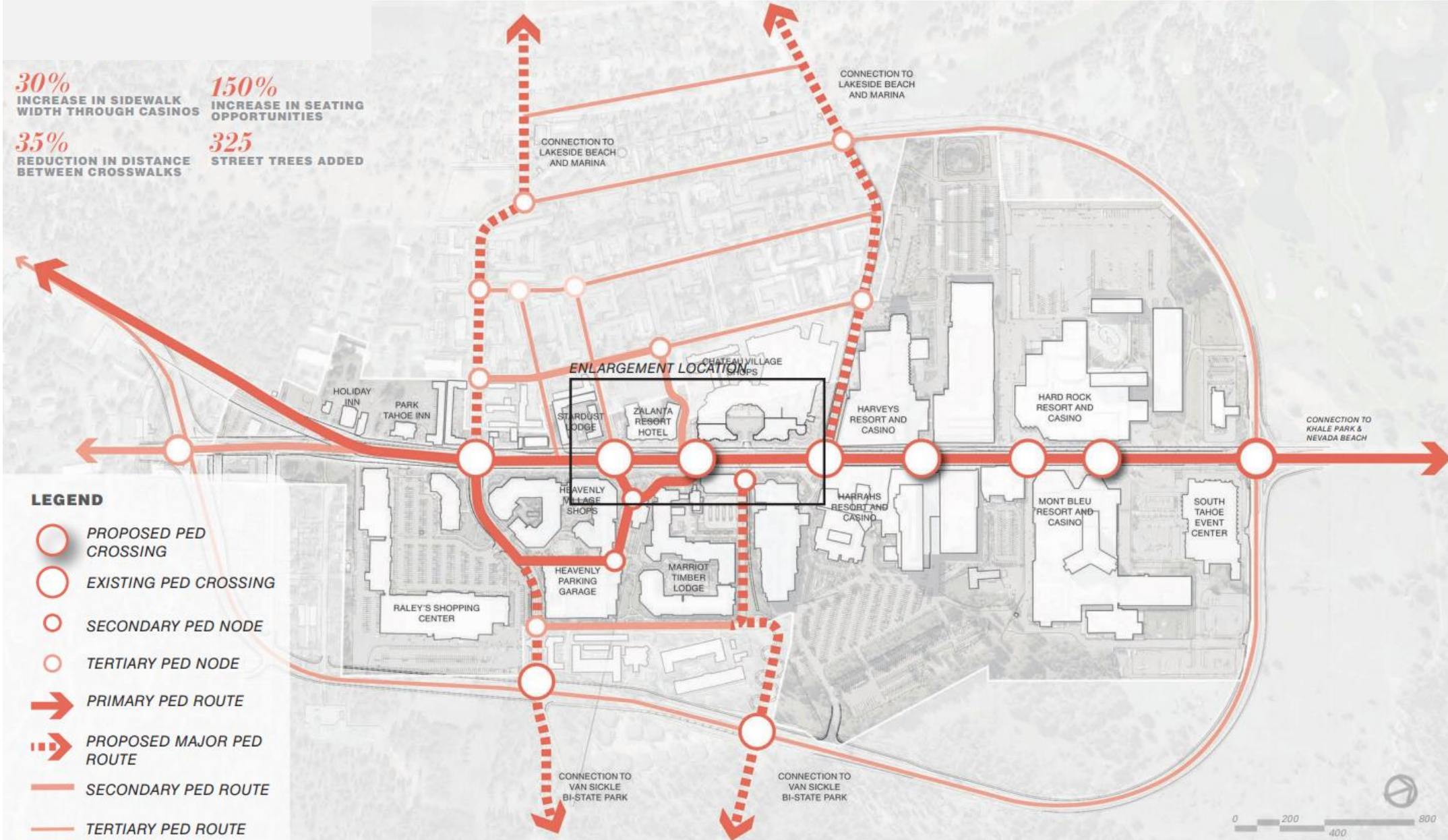


# Existing Pedestrian Conditions





# Proposed Pedestrian Circulation

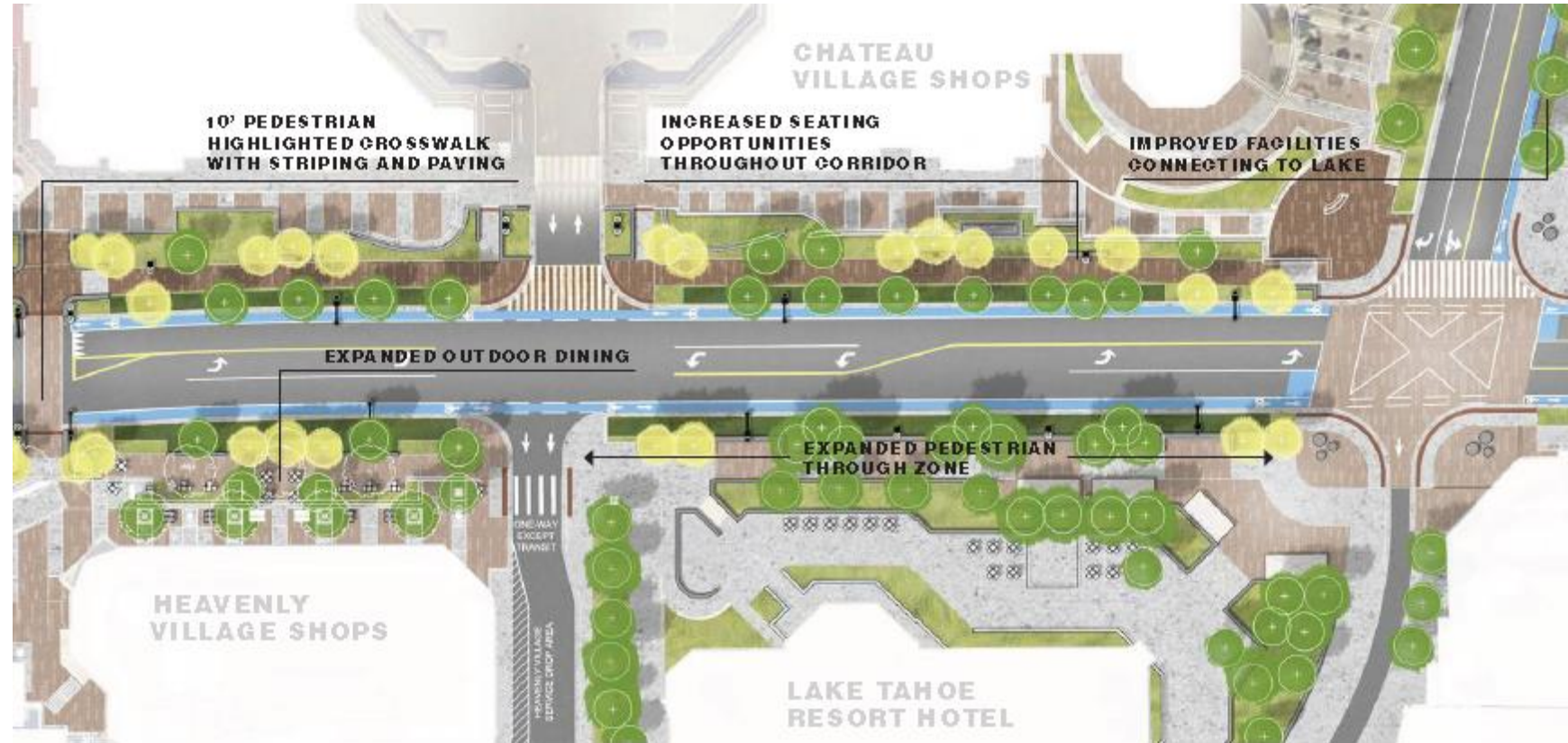




# Proposed Pedestrian Amenities



3.5 Clearly Define Crossings  
Credit: Flickr Creative Commons



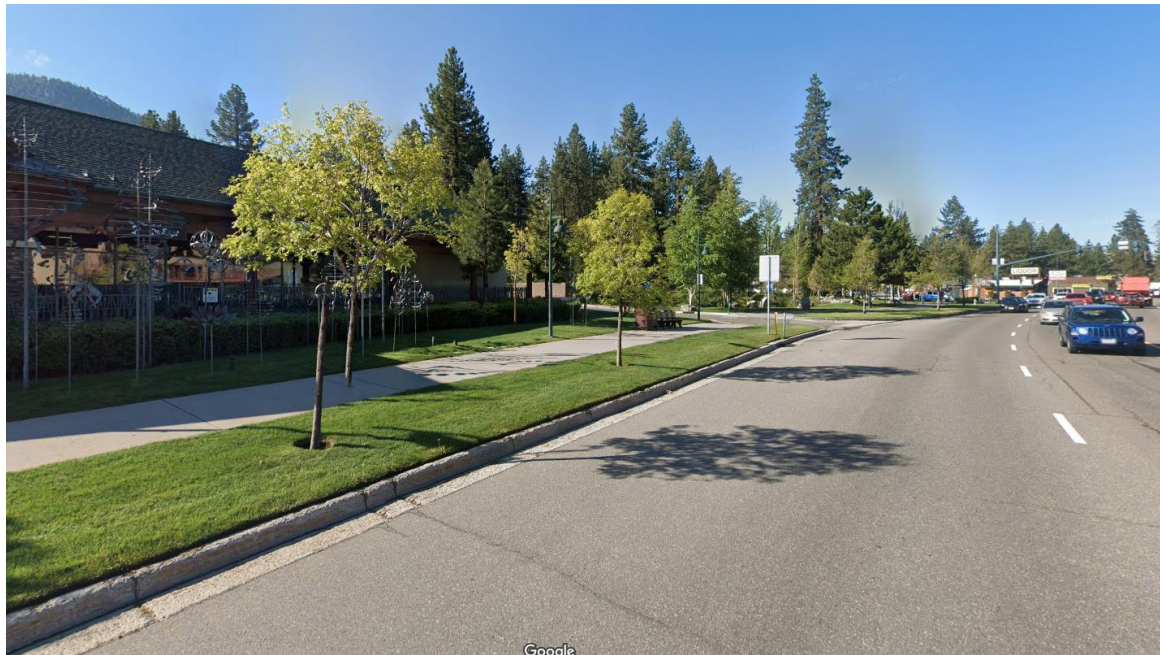




Proposed Pedestrian  
Amenities

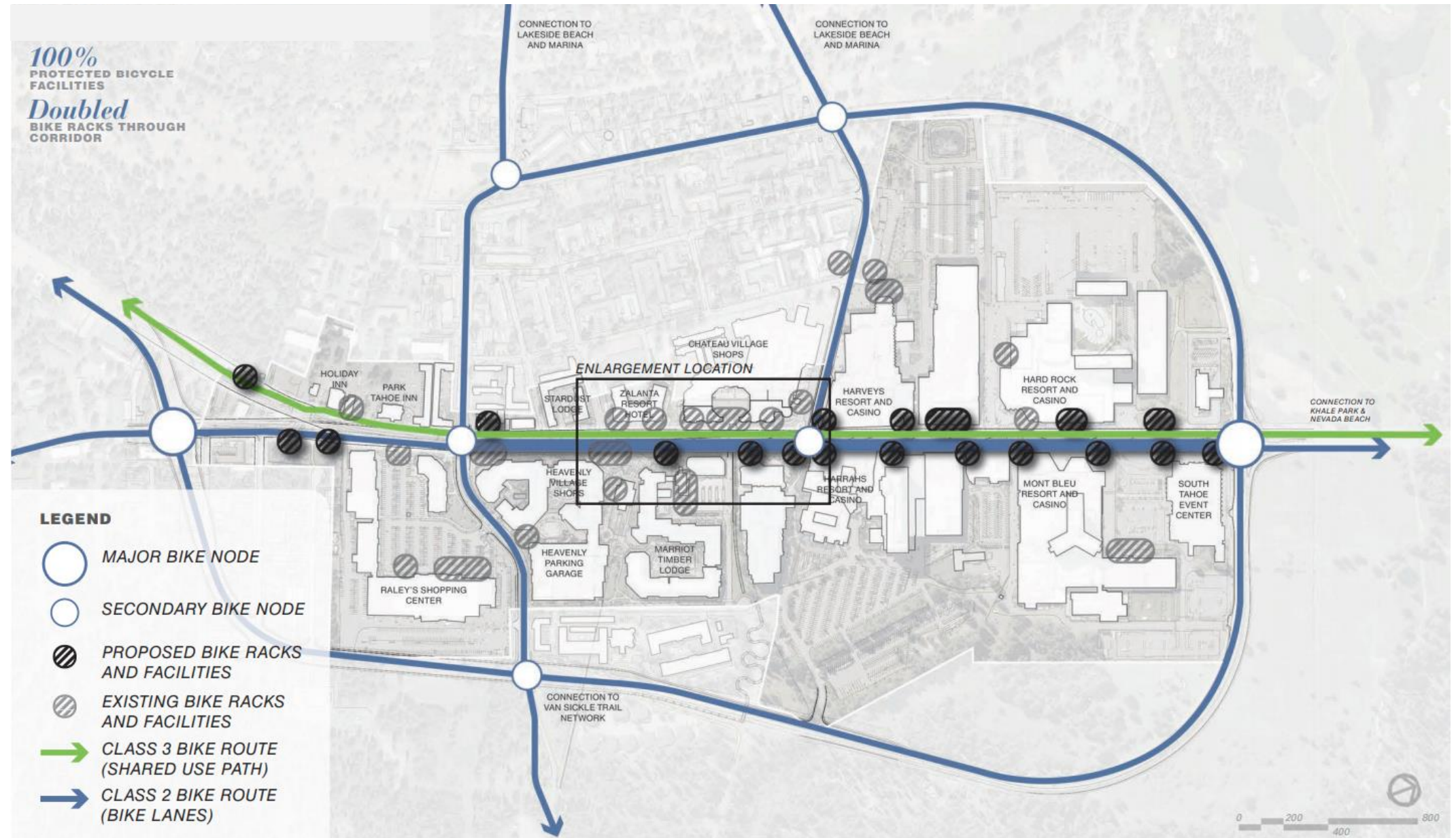


# Existing Bicycle Conditions



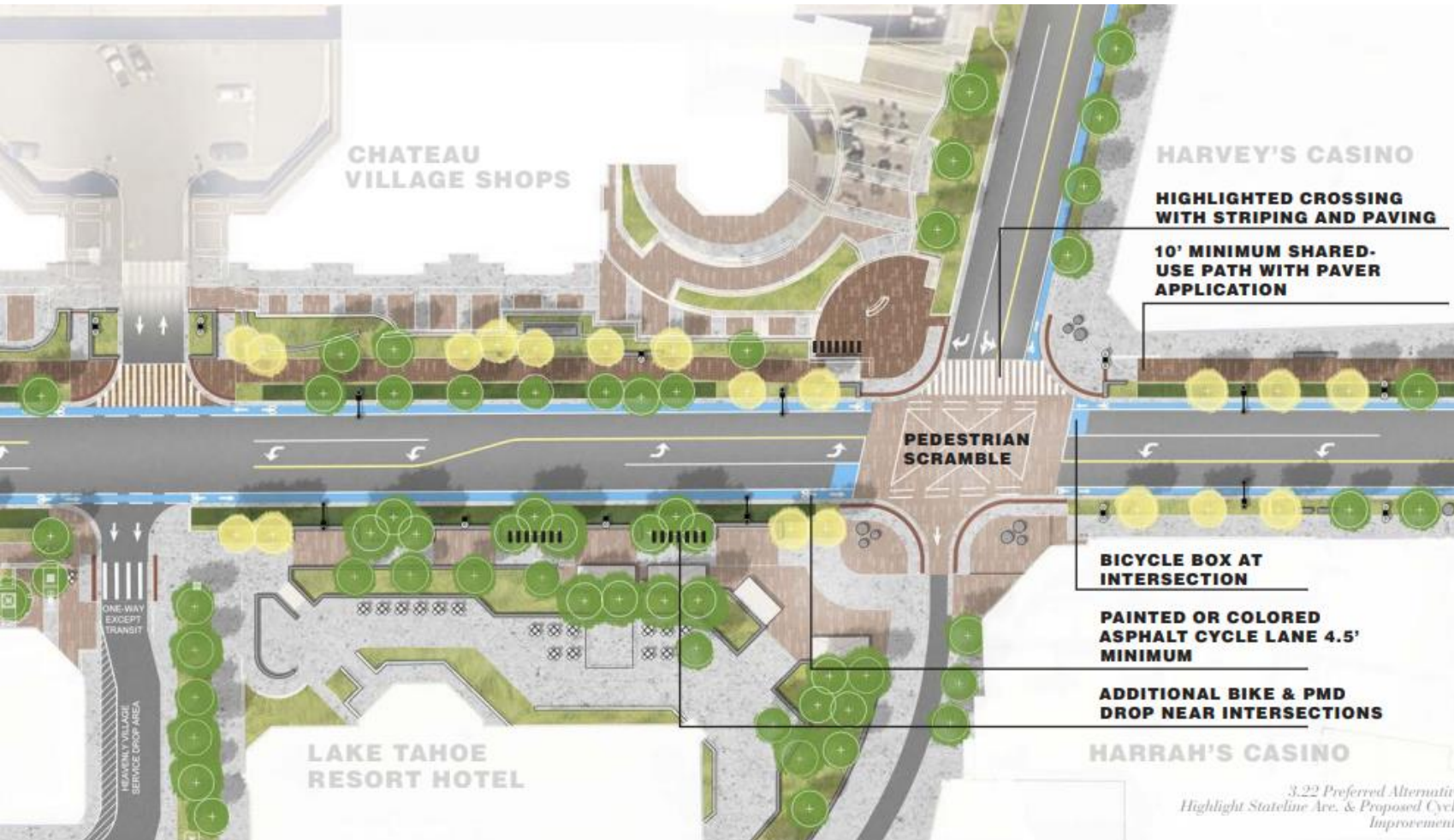


# Proposed Bicycle Circulation





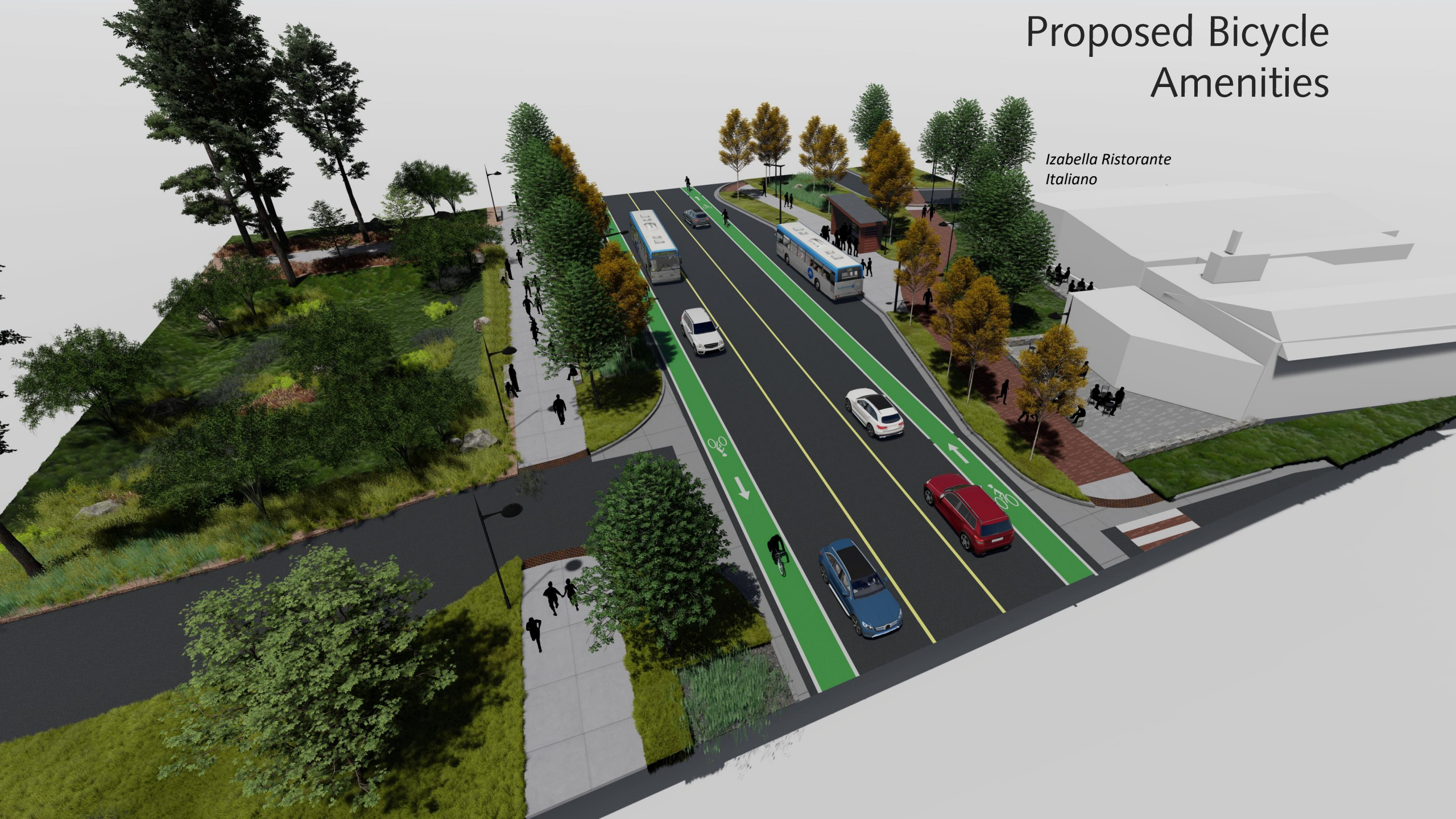
# Proposed Bicycle Amenities





# Proposed Bicycle Amenities

*Izabella Ristorante  
Italiano*



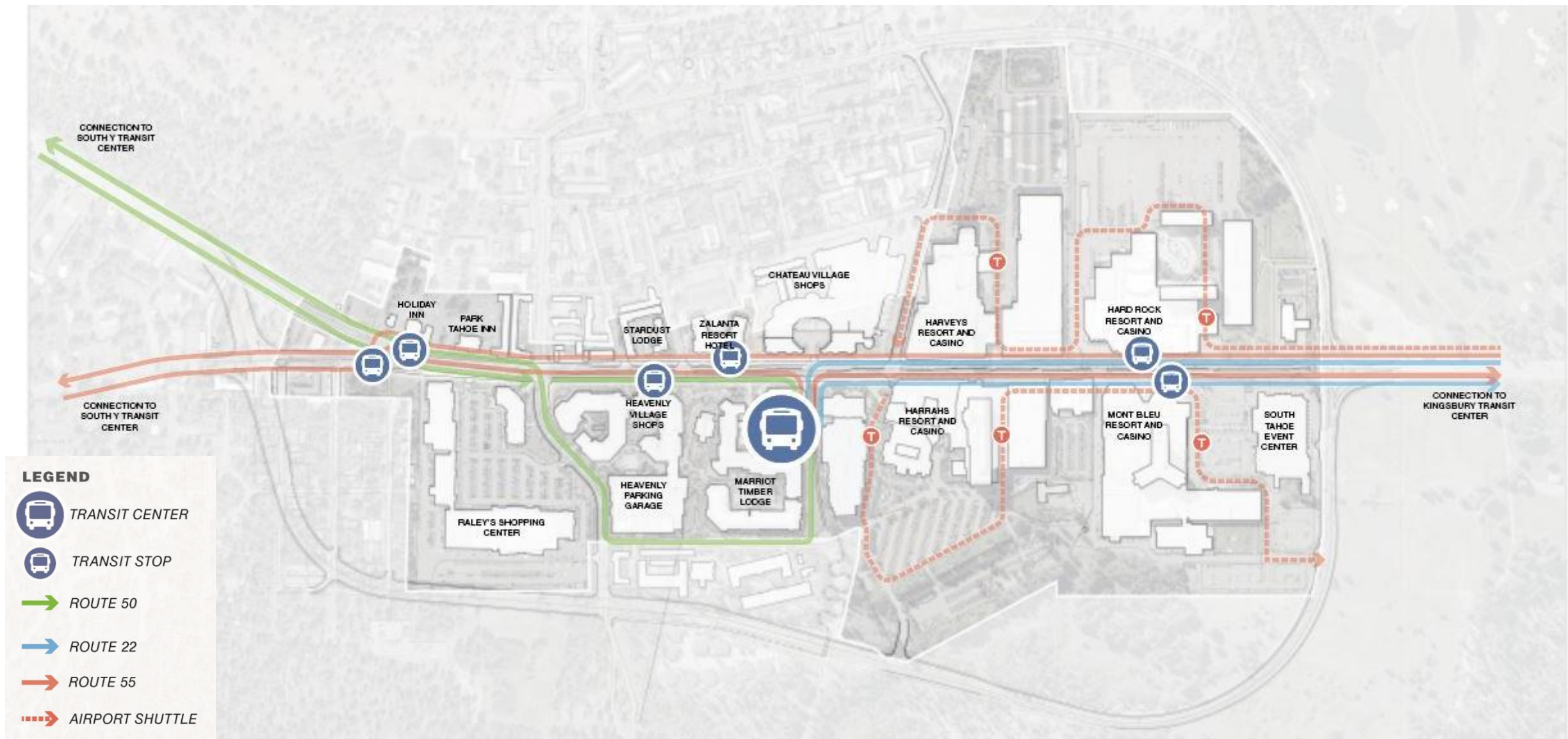


# Existing Transit Facilities





# Proposed Transit Facilities

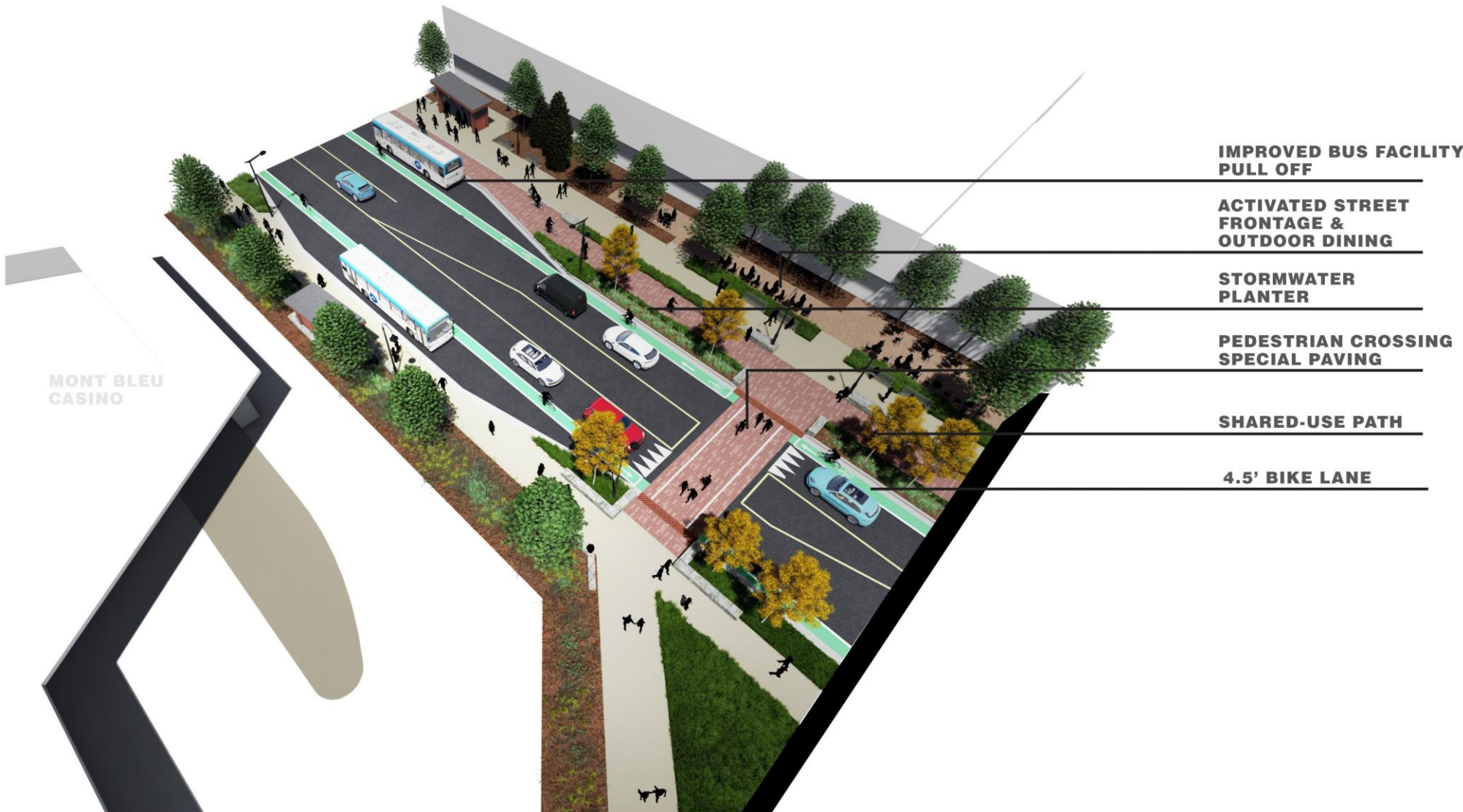




# Proposed Transit Infrastructure

*Casino Core*  
**TYPICAL DAY**

HARD ROCK CASINO



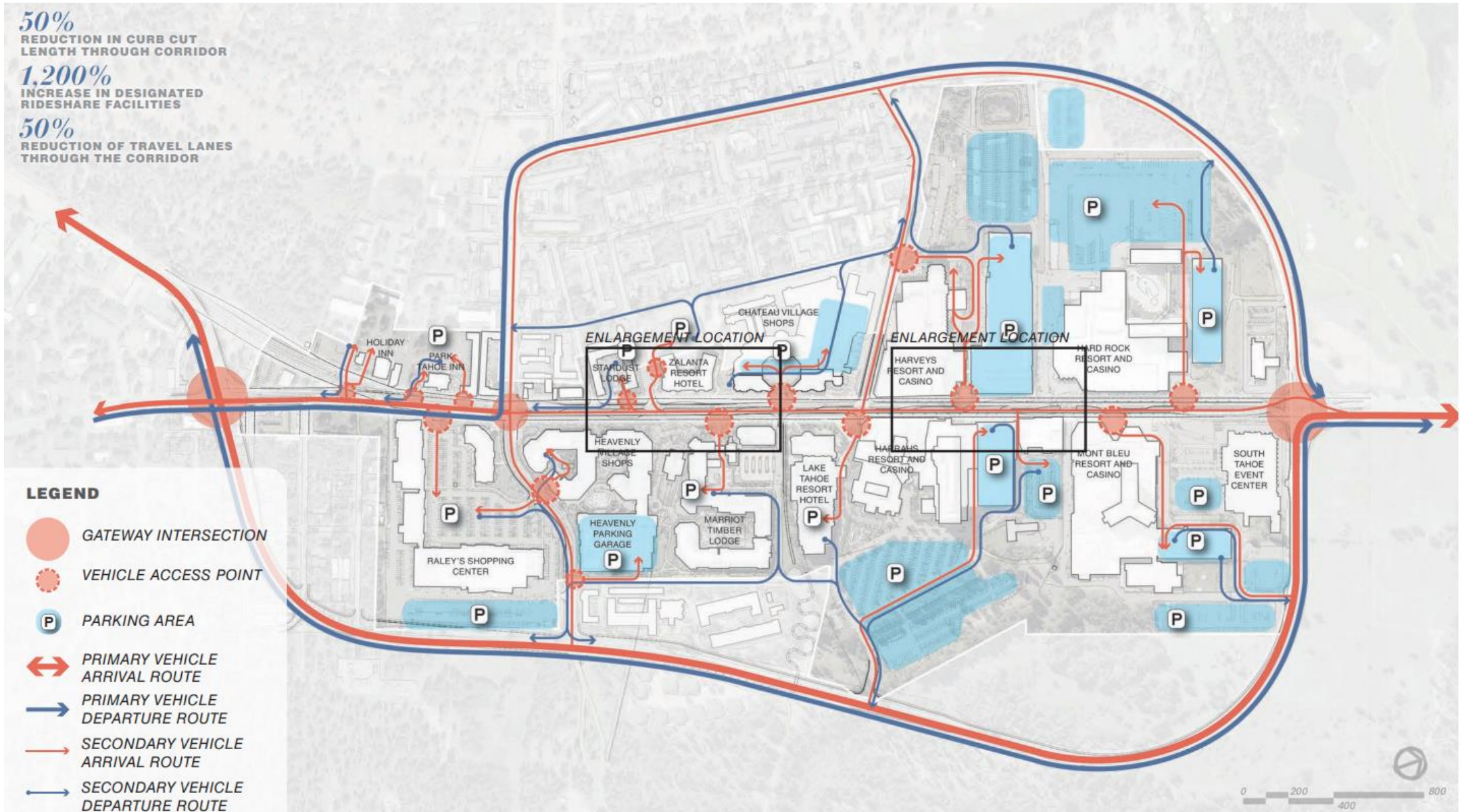


# Existing Vehicle Access





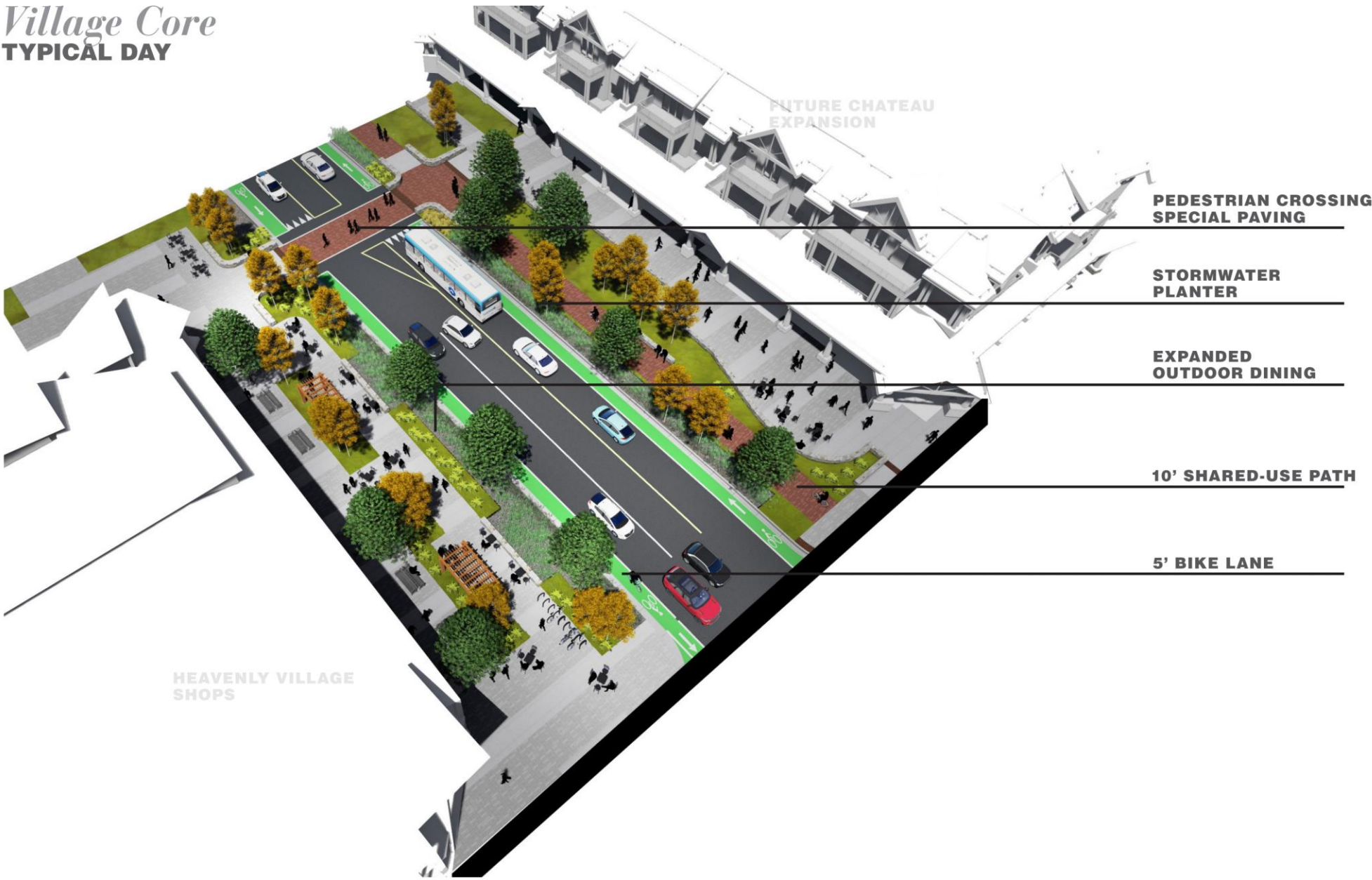
# Proposed Vehicle Circulation





# Proposed Vehicle Access

*Village Core*  
**TYPICAL DAY**



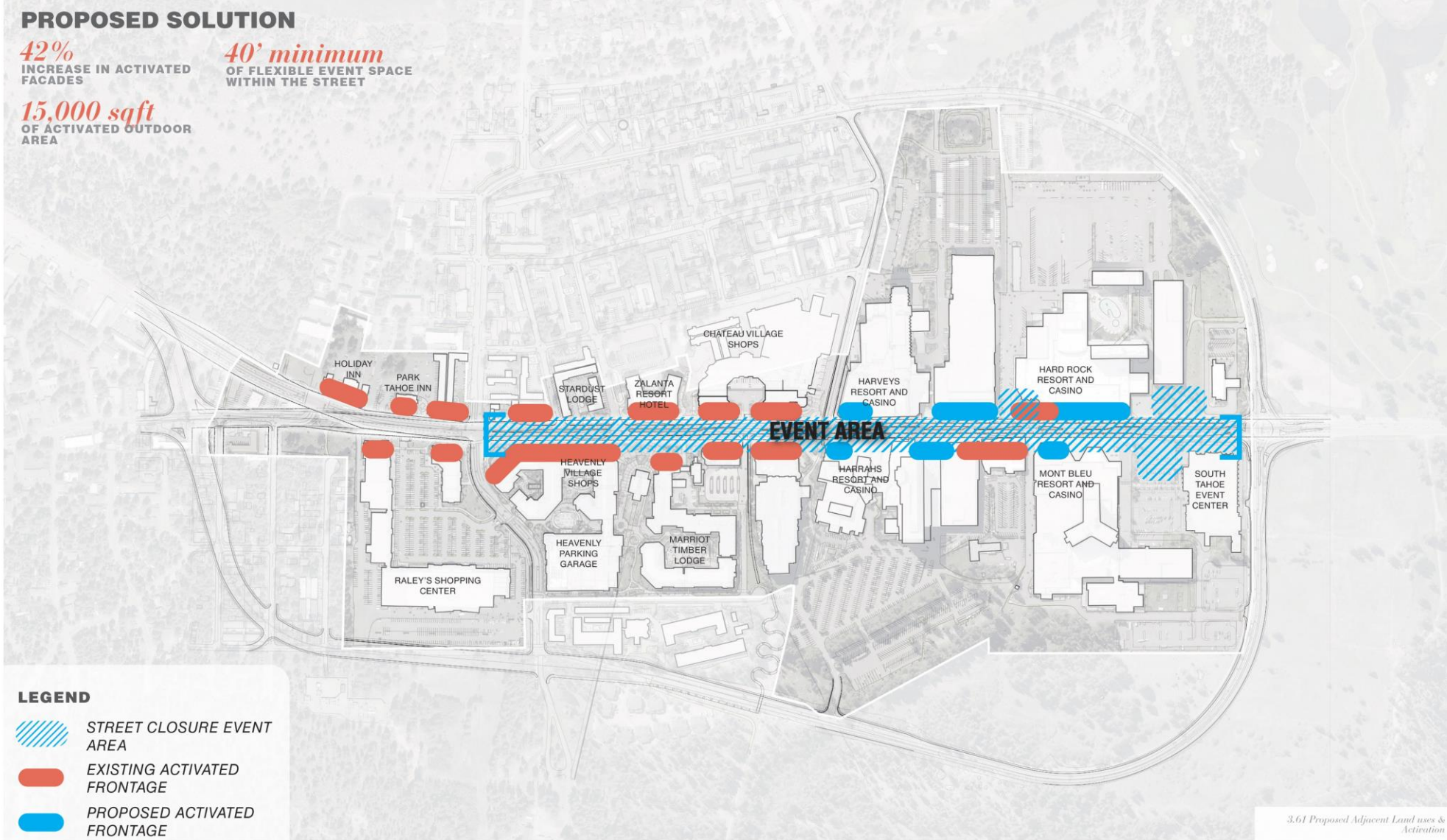


# Existing Activation





# Proposed Activation



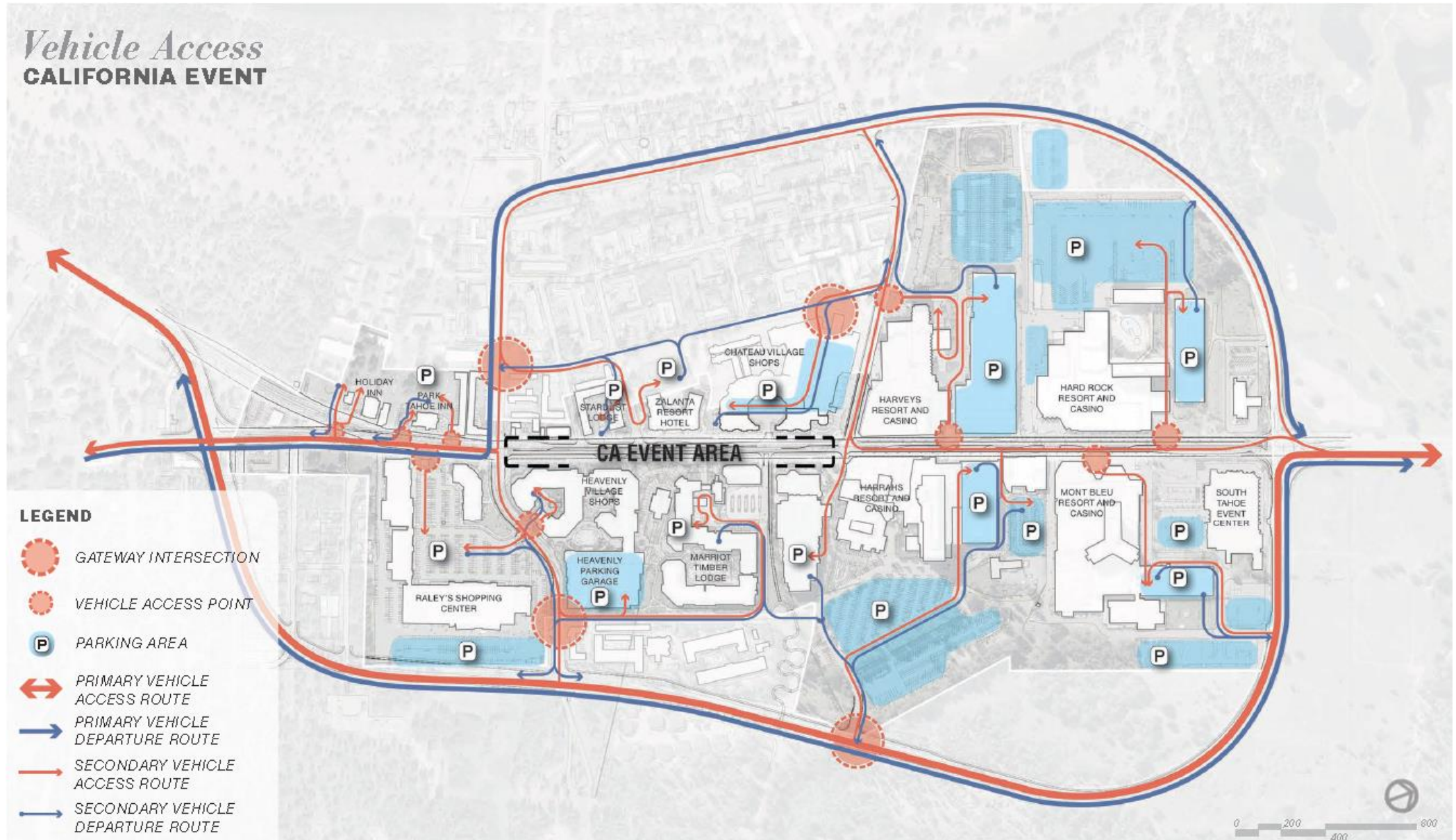




Proposed Activation:  
Event Street Closure

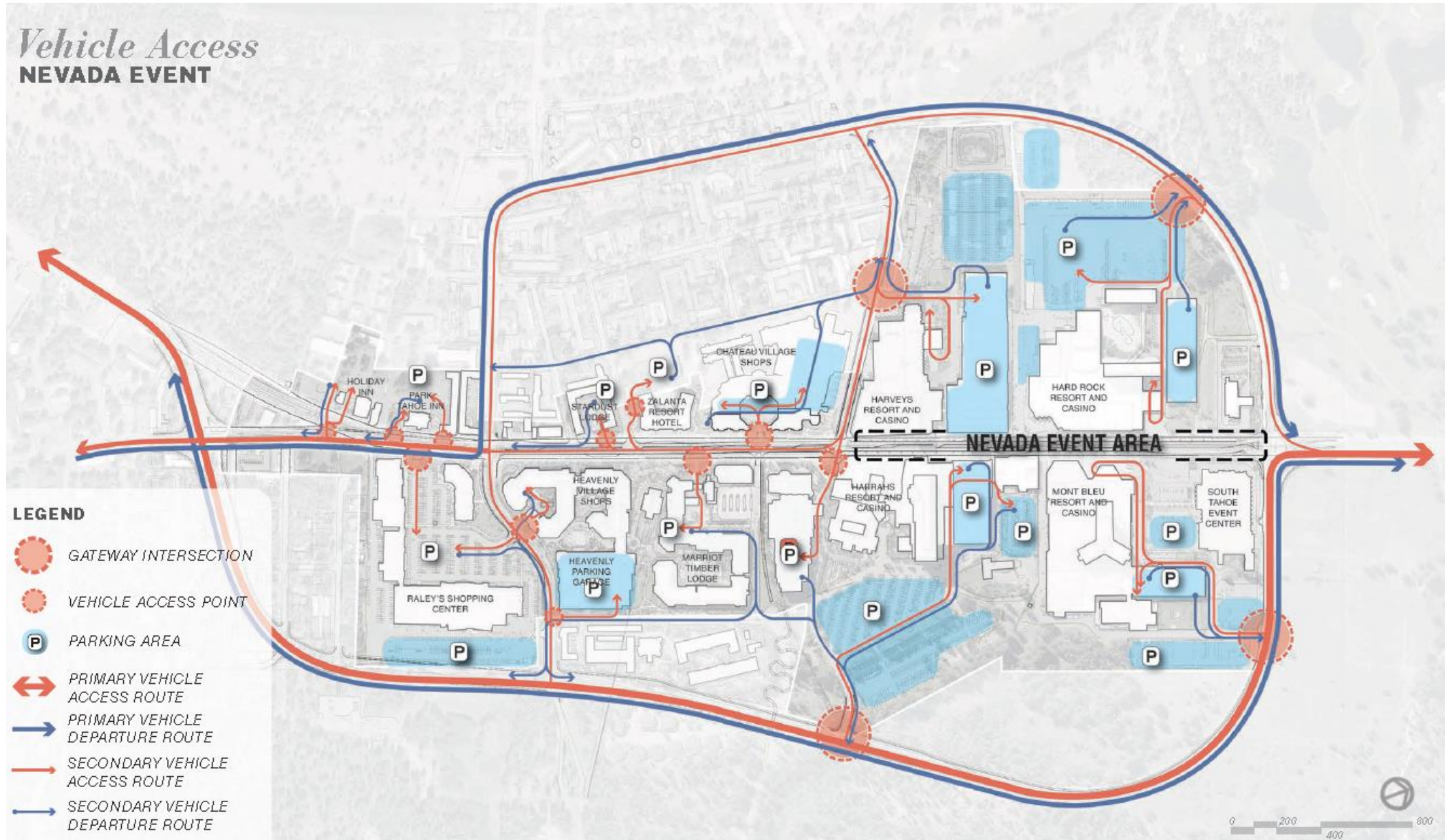


# Proposed Street Closure



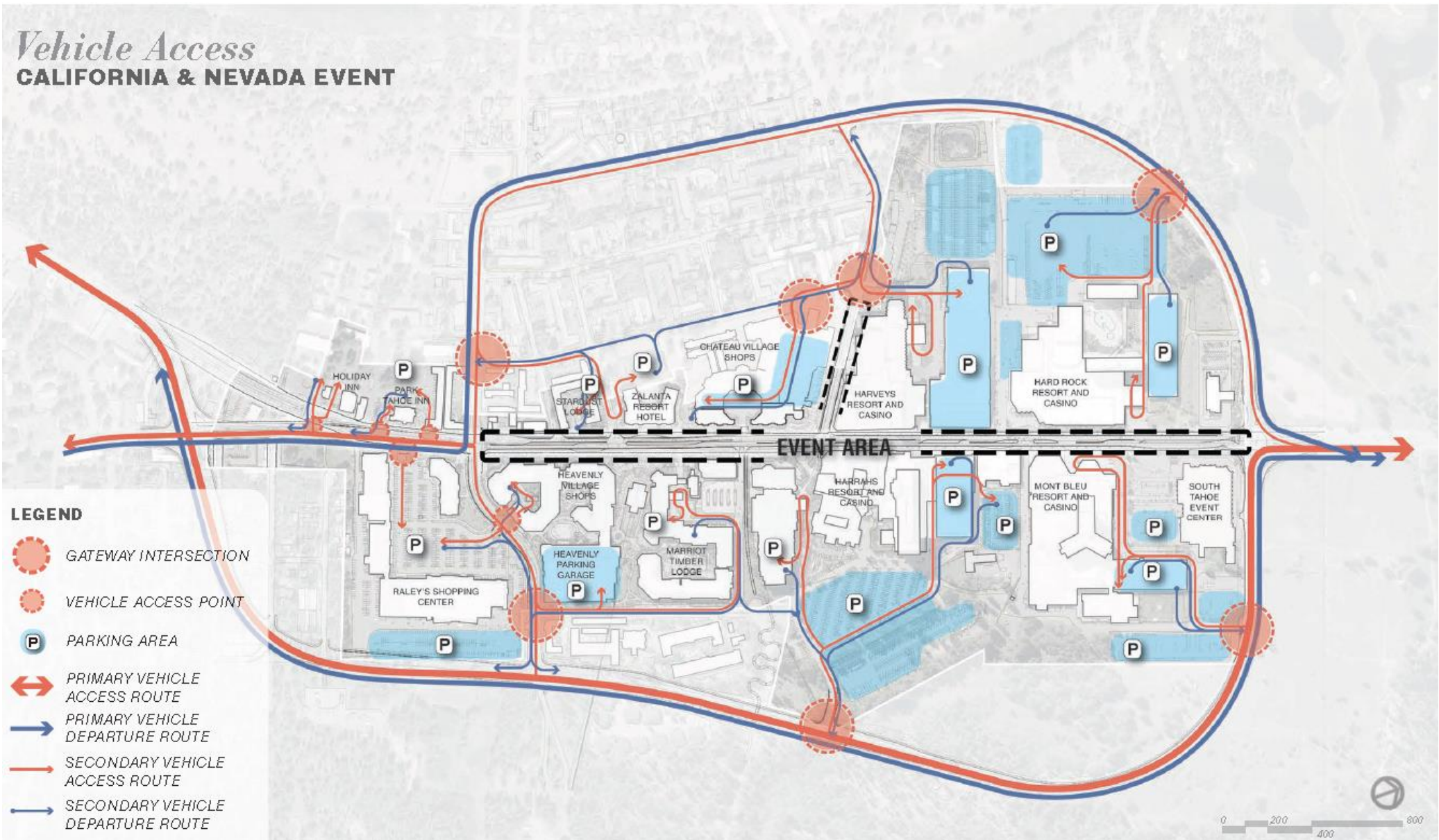


# Proposed Street Closure





# Proposed Street Closure





# Evolving Public Realm COVID-19





# Wayfinding

## Recommendations

- Extendable
- Multi-Modal
- Multi-Channel
- Seasonal

 **STATELINE MONUMENT**



 **ARRIVAL TOTEM**



 **DESTINATION TOTEM**





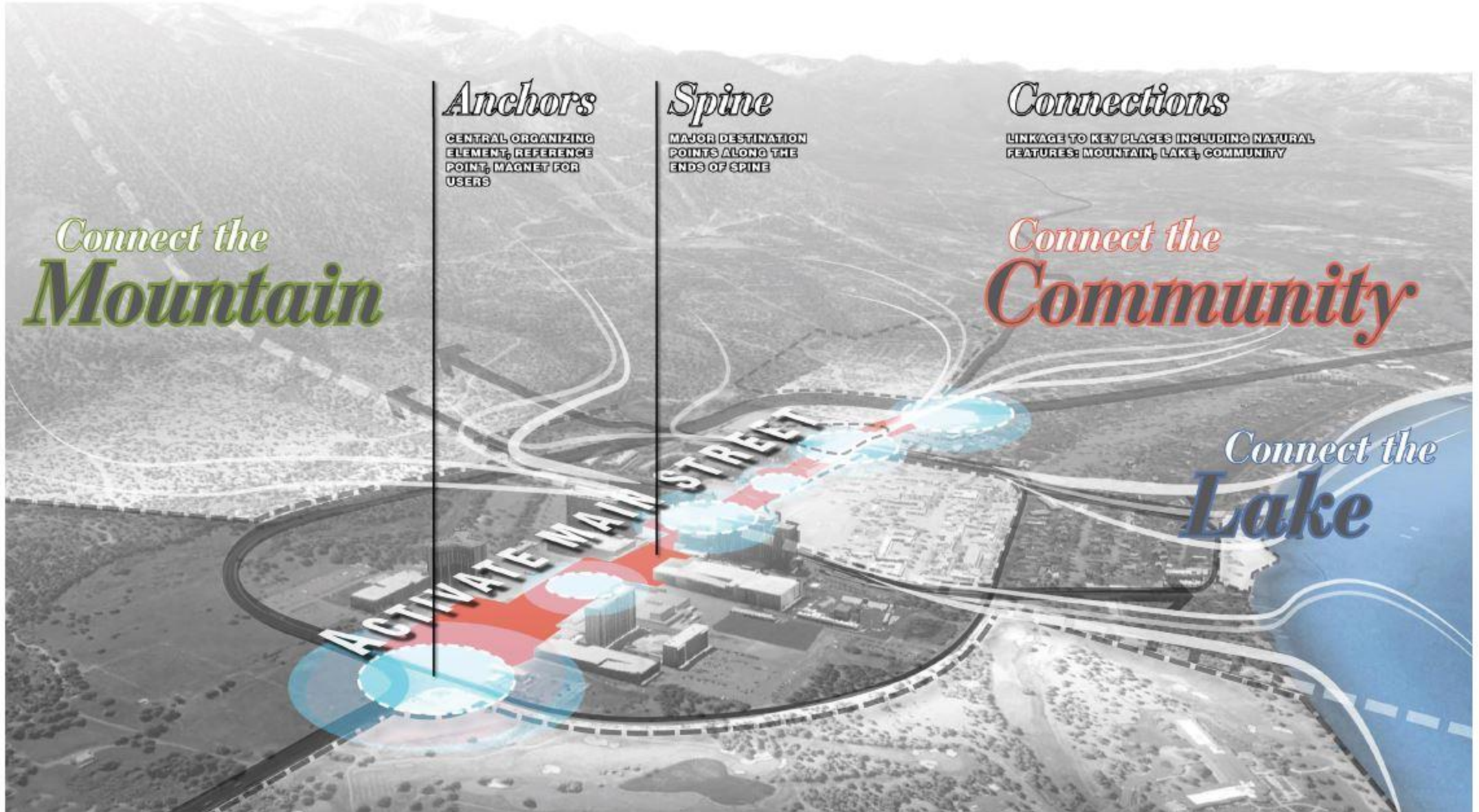
# Question

What part of the design are you most excited to see implemented?

1. Shared use path
2. Added outdoor dining
3. Street events
4. Additional trees & greenspace
5. Dedicated bike lanes
6. Better transit infrastructure



# Main Street Re-envisioned





# Next Steps

- Draft Main Street Management Plan: [www.trpa.org/50-main-street](http://www.trpa.org/50-main-street)
- Partner Board Presentations
- Stakeholder Engagement
- Final Plan available week of November 9<sup>th</sup>
- Considered for approval by TRPA Governing Board in November



A photograph of a modern building at night. The building has a multi-story glass facade with many lit windows. In the foreground, there is a lower building with a stone and wood exterior, featuring large glass doors and windows. A sign above the entrance reads 'SNO' and 'TERRA TERRA CAFE'. To the right, there is an outdoor seating area with blue umbrellas and people sitting at tables. The scene is illuminated by streetlights and the building's interior lights. A large white text box with a black border is centered over the image, containing the word 'QUESTIONS?' in a bold, sans-serif font.

QUESTIONS?